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JULY 1964

U. S. DEPARTMENT OF AGRICULTURE
NATIONAL BUREAU OF ECONOMIC RESEARCH

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U. S. DEPARTMENT OF AGRICULTURE
NATIONAL BUREAU OF ECONOMIC RESEARCH

CONSUMER PURCHASES OF

CITRUS

• **Fruit**

• **Juices**

• **Drinks**

AND OTHER PRODUCTS

CPFJ-156

U. S. DEPARTMENT OF AGRICULTURE

Economic Research Service in Cooperation

with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

December 1964

CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
JULY 1964

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

Data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

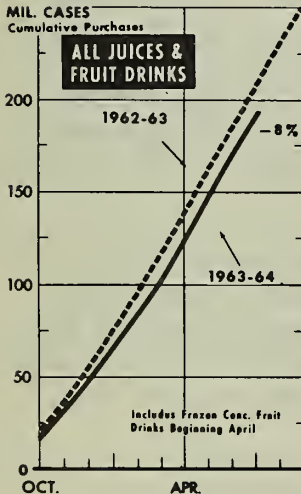
HIGHLIGHTS

The total quantity of frozen concentrated and canned single-strength juices, chilled orange juice, and frozen concentrated and canned single-strength fruit drinks purchased by household consumers in July 1964 was the same as in the corresponding month of 1963. Prices paid averaged 4.5 cents per 6-ounce serving, also the same as a year earlier. Supplies of citrus items were below and prices above usual levels because of continuing effects of the December 1962 freeze.

Purchases of canned single-strength fruit drinks were up 11 percent or 600,000 cases, the largest absolute gain recorded. Use of frozen concentrated orange juice increased 10 percent, but the gain in volume was less than half that made by the canned drinks. Prune juice purchases rose 33 percent, and chilled orange juice was up 9 percent.

On the other hand purchases of canned orange and grapefruit juices were down about 28 percent. Use of other canned juices, other frozen concentrated juices, and frozen concentrated fruit drinks were down more moderately.

Canned single-strength fruit drinks accounted for 26 percent of the total volume of all fruit juices and drinks bought for home use in July, an increase of more than 2 percentage points in market share over a year earlier. Frozen concentrated juices accounted for 21 percent, up 1 point from a year earlier. Correspondingly, the share held by frozen concentrated fruit drinks was down 1 point to 25 percent, and the canned single-strength juice share was down 2 points to 25 percent. The chilled orange share held at about 3 percent.

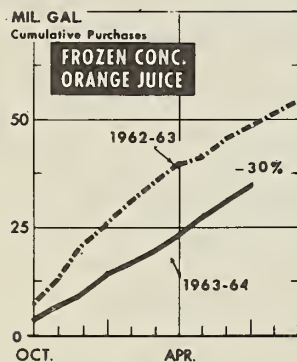


Prices paid for frozen concentrated orange juice were down 9 percent from the high level of a year earlier and prune juice prices were down 4 percent. Most other products were more expensive than last July, with the largest advances scored by canned orange and grapefruit juices, which were up 16 percent.

Purchases of fresh oranges were up 5 percent from July 1963. Sales of fresh grapefruit rose a third, but prices were moderately lower. Movement of canned grapefruit sections climbed to a 2-year high, despite near-peak prices. Sales of chilled citrus salads and sections were double the year-earlier volume; prices were moderately lower.

FROZEN CONCENTRATED JUICES

FCOJ Sales Up From a Year Earlier



Consumer purchases of frozen concentrated orange juice in July 1964 ran above year-earlier levels for the third month in succession. Prices were lower, however, and the amount spent for it per family and in total was smaller than in most months of the preceding year. The product's share of the household market for fruit juices and drinks was up from 15 to 17 percent. ^{1/}

Despite the gain over a year earlier, sales of frozen concentrated orange juice, as well as most other citrus items, were below 1957-61 averages. These slowdowns were associated with short supplies as a result of the December 1962 freeze. (See tables 1, 1A, 14-18 and figures 7-9.)

The gain in movement over July 1963 (10 percent or 300,000 gallons) was accounted for by an increase in size of purchase to 6.5 cans per buying family, together with a rise in the proportion of families buying -- from about 19 to 20 percent.

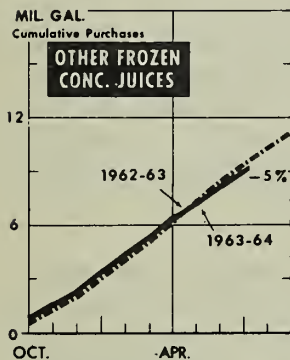
Prices paid -- down 9 percent from a year earlier to 25.6 cents per 6-ounce can -- were virtually the lowest recorded in about a year. In contrast, other orange items and most competing products were more expensive.

^{1/} Monthly and cumulative purchases and expenditures for all products are for 4-week (28 day) periods to facilitate comparisons. Totals by seasons are for 48 weeks. Cases are the equivalent of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual unit of purchase shown in table 18. To compute purchases on a single-strength equivalent basis, frozen concentrated fruit juices and frozen concentrated orange drink are converted at 4 to 1; other frozen concentrated fruit drinks are converted at 4.7 to 1.

The amount a family spent for the concentrate (\$1.66) was slightly smaller than a year earlier. Total consumer outlay (\$18.3 million) was about the same as last July, but was smaller than in most intervening months.

Inasmuch as retail movement was slow in most months of the reporting year begun October 1963, cumulative purchases through July were off 30 percent -- 14.8 million gallons -- from the same period of 1962-63. (See figure in margin.) Cumulative expenditures were down 10 percent or \$22.4 million.

Market for Other Frozen Concentrated Juice on Downturn



The brisk market that developed after the 1962 freeze for frozen concentrated juices other than orange -- such as grape, pineapple, and the blends -- has shrunk to 1959-61 levels. The share of market for these concentrates dropped to 4 percent in July, the lowest in the 1 1/2 years that comparable data are available. (See tables 8, and 15-18.)

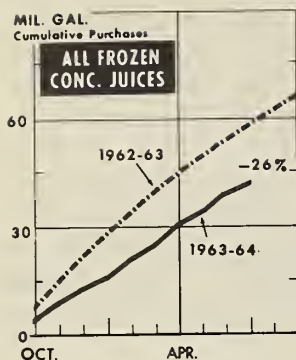
July sales were off 11 percent or 103,000 gallons from a year earlier and were smaller than in most months since December 1962. Size of purchase averaged 4.8 cans among the 6.3 percent of families that bought. Corresponding data are not available for a year earlier.

Retail prices for this group of products averaged 21.2 cents per 6-ounce can, 4 percent higher than a year earlier. Prices have held close to this level for about a year; in 1961-62 they averaged 18.5 cents.

October-July cumulative purchases were off 5 percent -- 450,000 gallons -- from corresponding months of 1962-63. (See figure in margin.) Because of higher prices, however, cumulative expenditures were up about 6 percent.

Total Purchases of Frozen Concentrated Fruit Juices Up Moderately

The total quantity of frozen concentrated juices bought for home use in July 1964 was 5 percent or 234,000 single-strength equivalent cases larger than a year earlier. In comparison, purchases of canned single-strength fruit drinks were up 600,000 cases; but on the other hand, use of canned single-strength juices declined 513,000 cases and frozen concentrated fruit drinks were down 264,000 cases.

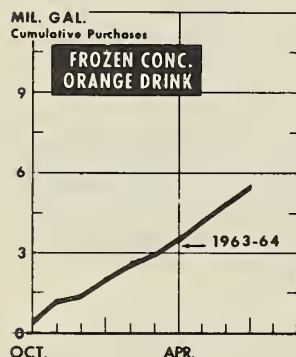


Prices paid for frozen concentrated juices averaged 24.7 cents per 6-ounce can, down 6 percent from July 1963 and the lowest recorded in more than a year.

Movement of these products has been comparatively slow in most months of the reporting year begun October 1963, and cumulative purchases through July were down 26 percent -- 15.2 million gallons -- from corresponding months of 1962-63. (See figure in margin.) However, since prices averaged higher, cumulative expenditures were down only 8 percent.

FROZEN CONCENTRATED FRUIT DRINKS

Relatively Few Buy Frozen Concentrated Orange Drink



Fewer families bought frozen concentrated orange drink than in the preceding July, despite the fact that prices were the lowest they have been since that time. The product's share of market, 3.3 percent, was smaller than a year earlier. In contrast, the share held by canned single-strength fruit drinks was up more than 2 points. (See tables 7, 15-18 and figures 7-9.)

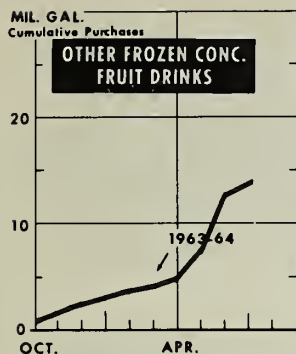
July purchases of frozen concentrated orange drink were down 6 percent or 42,000 gallons from a year earlier, a result of a decrease in number of buyers from 5.7 to 4.8 percent of the Nation's families. Part of that loss, however, was offset by an increase in size of purchase to 5.1 cans per buying family, the largest reported since these data became available in April 1963.

Retail prices, which have been declining since December 1963, averaged 15.2 cents per 6-ounce can. Except for the 14.6 cents paid in July 1963, this was the lowest price recorded.

The typical buyer spent moderately more for orange drink than he did a year earlier. Nevertheless, since fewer families bought, total consumer outlay was off slightly.

Other Frozen Concentrated Drinks Also Have Smaller Market

July purchases of other frozen concentrated fruit drinks, ades, and punches were down moderately from a year earlier. Nevertheless, sales rose substantially over June;



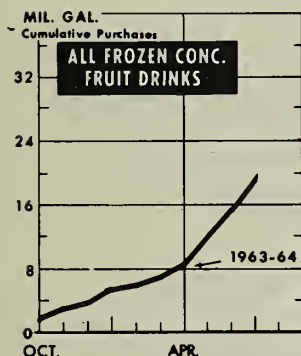
furthermore, they were 6 times larger than those in winter months -- the greatest seasonal change recorded for any drink or juice. Prices were lower and these drinks continued to be the least expensive of reported products. (See tables 7, 15-18 and figures 7-9.)

Sales of other frozen concentrated fruit drinks were off 4 percent -- 154,000 gallons -- from the record level of a year earlier. They accounted for 21 percent of all fruit drinks and juices bought for home use in July, a loss of 1 percentage point in market share.

About 19 percent of the Nation's families served one or more of these beverages during the month; size of purchase averaged 7.3 cans per buying family. Comparable data are not available for a year earlier.

Retail prices averaged 10.8 cents per 6-ounce can, the lowest recorded. The average buyer spent 79 cents for them, less than half the amount paid for frozen concentrated orange juice.

Frozen Concentrated Fruit Drinks Have a Fourth of the Household Market



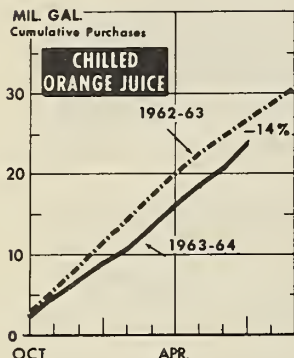
Total frozen concentrated fruit drinks accounted for 25 percent of all fruit drinks and juices bought for consumption in the Nation's homes in July, compared with 26 percent in the same month of 1963. In contrast, the market share for canned single-strength fruit drinks increased about 2 percentage points. Frozen concentrated and canned single-strength fruit drinks together represented 51 percent of the household juice and drink market compared with 47 percent in June and 50 percent in July 1963. (See tables 7, 14, 17, 18 and figures 7-9.)

Retail prices of frozen concentrated fruit drinks were down moderately to a new low of 11.5 cents per 6-ounce can or 2.5 cents per 6-ounce serving. Fruit juices cost 2 to 4 times that amount.

July purchases of the frozen drinks were off 4 percent -- 196,000 gallons -- from a year earlier, when movement was the heaviest recorded. Consumer expenditures were down about 10 percent. Data are not available on the proportion of families buying nor on the average size of purchase.

SINGLE-STRENGTH JUICES

Chilled Orange Juice Finds Larger Market

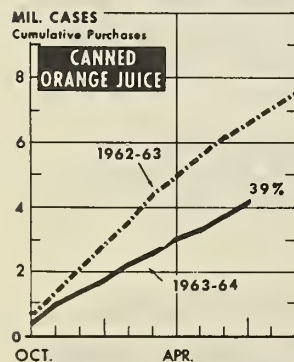


Household consumption of chilled orange juice in July 1964 was up 9 percent or 183,000 gallons from the same month of 1963. The gain was a result of a larger size of purchase, since the number of buyers held at 5.1 percent of the Nation's families. This product accounted for about 3 percent of all juices and drinks used in the Nation's homes in both July 1963 and 1964. (See tables 2, 15-18 and figures 7-9.)

Prices paid averaged 48 cents per quart, about the same as July 1963. A typical buyer spent \$1.50 for chilled orange juice, moderately more than last year, and except for frozen concentrated orange juice, substantially more than spent for other reported products.

Retail sales were slow in the first half of the current reporting year; consequently, October-July cumulative purchases were off 14 percent -- 3.6 million gallons -- from corresponding months of 1962-63. Because of higher prices, however, cumulative expenditures were about the same as last year, and were well above those of 2 and 3 years earlier.

Movement of Canned Orange Juice Continue Downward



Purchases of canned single-strength orange juice dropped to a new low in July as supplies were short as a continuing effect of the 1962 freeze. Prices were close to peak levels, but consumer expenditures dropped to a new low. (See tables 3, 15-18 and figures 7-9.)

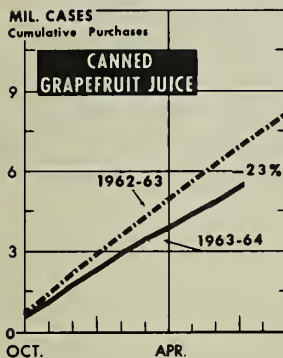
Purchases were only three-fourth as large as in the preceding July and were less than half as large as the 1957-61 average for the month. The juice accounted for but 1.4 percent of all juices and fruit drinks bought for use in the home compared with 2 percent last year.

Size of purchase averaged 1.7 cans among the 3.5 percent of families that bought. Both components of retail sales were near-lows for this 15-year series.

Prices paid for canned orange juice were up 16 percent from a year earlier to 55.5 cents per 46-ounce can. It was more expensive than frozen concentrated orange juice, as it has been throughout calendar 1964.

October-July cumulative purchases were off 39 percent -- 2.6 million cases -- from both a year and 2 years earlier. The cumulative volume was roughly equal to the July equivalent single-strength purchases of frozen concentrated orange juice.

Grapefruit Juice Sales Slow



July purchases of canned single-strength grapefruit juice were up contraseasonally from June, but purchases and expenditures were still well below usual levels. Sales volume accounted for 2 percent of the household juice and drink market, about three-fourth the share of a year earlier. These changes were associated with short supplies as a result of the 1962 freeze. (See tables 4, 15-18 and figures 7-9.)

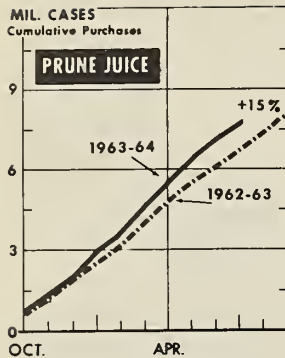
Purchases were off a fourth from both a year earlier and the 1957-61 average. The 3.8 percent of families that bought was virtually the smallest proportion recorded in this 15-year series. Size of purchase (2 cans per buying family) also was smaller than customary.

Retail prices were down slightly from June to halt the upturn that had been going on for about 2 years. Nevertheless, at 42.9 cents per 46-ounce can, prices were 16 percent higher than a year earlier and were substantially higher than average. Since the price rise over July 1963 was small in relation to the sales decline, consumer outlay was off 18 percent.

October-July cumulative purchases were about a fourth -- 1.6 million cases -- below the corresponding period of 1962-63. (See figure in margin.) Cumulative expenditures, however, were within 4 percent of last year's amount.

Market for Prune Juice Continues to Expand

Purchases and expenditures for prune juice in July were up contraseasonally from June and were the largest recorded for the summer months in this 15-year series. This juice accounted for 3.4 percent of all juices and drinks used in homes, an increase of about 1 point in market share over July 1963. (See tables 5, 15-18 and figures 7-9.)

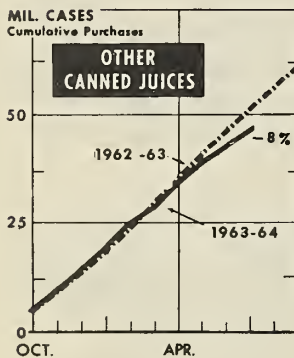


Purchase volume was up a third -- 197,000 cases -- from the preceding July to continue the high sales level that has characterized the current reporting year. October-July cumulative purchases were 15 percent -- 1 million cases -- ahead of 1962-63, the previous record year.

About 7.8 percent of the Nation's housewives served prune juice in July compared with only 6.3 percent a year earlier. The average size of purchase (2.4 quarts) also was larger.

Prices paid averaged 40.6 cents per quart compared with last July's 42.3 cents. Prices in recent months have been the lowest recorded since 1959. Although expenditures per buying family (97 cents) held steady, total consumer outlay was up a fourth because more families bought. The season's cumulative expenditures through July were up 11 percent to a new peak for this 10-month period.

Other Canned Juices Beset by Declining Market



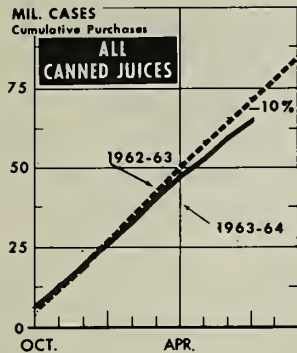
The retail market for all other canned single-strength juices such as apple, grape, pineapple, tomato and the blends continued to diminish in July. Sales were down from the unusually high levels that followed the 1962 freeze to a 2-year low despite the fact these were the least expensive of the juices. Their share of the household market dropped from 20 to 18 percent. (See tables 8, 14-18 and figures 7-8.)

July purchases were off 8 percent -- 392,000 cases -- from a year earlier. Purchase size averaged 2.2 cans among the 32 percent of families that bought. Both components of sales were the smallest recorded in the year for which this type of data is available.

Prices were up moderately from a year earlier to 32.6 cents per 46-ounce can or 4.3 cents per 6-ounce serving. In comparison, competing juices cost 5.3 to 9 cents per serving, while the canned fruit drinks cost 4 cents.

Cumulative purchases in the first 10 months of 1963-64 were off 8 percent -- 3.8 million cases -- from the corresponding period a year earlier. (See figure in margin.) Cumulative expenditures were down slightly.

Canned Juice Market Weakens



Total consumer purchases of canned single-strength juices in July 1964 were off 8 percent -- 513,000 cases -- from the same month of 1963. This type of product accounted for about 25 percent of the total quantity of juices and drinks bought for home use during the month compared with 28 percent a year earlier. Contrasted to this loss of market, frozen concentrated juices and canned single-strength fruit drinks had larger shares. (See tables 10, 14-18 and figures 7-9.)

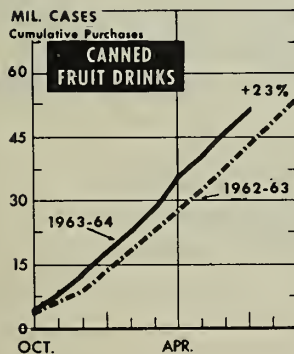
Only 39 percent of families used canned juices in July, a decrease of about 3 points from a year earlier and practically the smallest proportion in the 4 years for which comparable data are available. Size of purchase (2.5 cans) also was smaller than usual.

Retail prices averaged 38.2 cents per 46-ounce can, moderately above levels of the 3 preceding years. The typical buyer paid 96 cents for canned juices, about 15 cents less than he spent for canned fruit drinks.

October-July cumulative purchases of canned juices were down 10 percent -- 7 million cases -- from the same months of 1962-63. (See figure in margin.) On the other hand, cumulative use of canned fruit drinks increased 10 million cases.

CANNED SINGLE-STRENGTH FRUIT DRINKS

Use of Canned Fruit Drinks on Upturn



July household purchases of canned single-strength fruit drinks were up 11 percent -- 600,000 cases -- from a year earlier and were up 55 percent from the 1959-61 average for the month. Total purchases thus far in the 1963-64 reporting year are 23 percent -- 10 million cases -- ahead of the corresponding period of 1962-63, the previous high year. (See tables 11, 14-18 and figures 7-9.)

About 28.6 percent of the Nation's families bought, slightly more than a year earlier. The average size of purchase -- 3.6 cans per buying family -- was the largest in the 4 years for which comparable data are available.

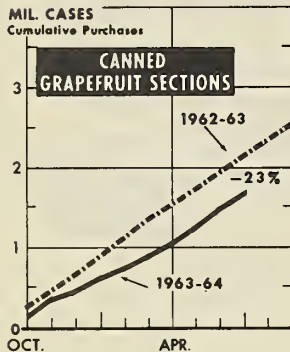
July prices averaged 30.9 cents per 46-ounce can, an amount within 2 or 3 cents of levels that have prevailed during the 4 preceding years. Except for frozen concentrated fruit drinks, these were the least expensive products reported.

The average buyer spent \$1.11 for canned fruit drinks, moderately more than last July or most months since then. Total expenditures were 10 percent above the year-earlier mark and were equal to the outlay for frozen concentrated orange juice. October-July cumulative expenditures were up 26 percent.

FRESH AND CANNED FRUIT

Downturn in Purchases of Canned Grapefruit Sections Halted

Purchases of canned grapefruit sections rose to a 2-year peak in July. And for the first time in the current reporting year, consumption was above 1962-63 levels. Prices also were high and consumer outlay was the largest recorded for several years. Supplies were below usual levels because of continuing effects of the 1962 freeze. (See tables 16-18 and figures 6-9.)



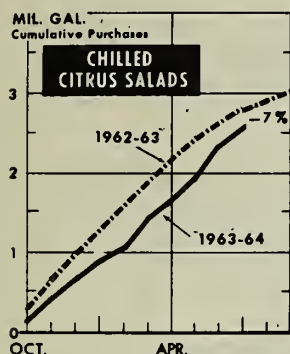
Purchases were up 15 percent -- 30,000 cases -- from a year earlier. About 4 percent of the Nation's families bought, the largest proportion for more than a year. Although size of purchase (3.2 cans) was the same as in July 1963, it was larger than in most subsequent months.

Retail prices averaged 27.6 cents per No. 303 can. This was 12 percent higher than a year earlier, but was about the same as in more recent months.

The typical buyer spent 89 cents for grapefruit sections, 13 percent more than in July 1963 and more than ordinarily spent for fresh grapefruit. Total consumer outlay for sections was up 28 percent and was well above most months of the 3 preceding years.

October-July cumulative purchases were 23 percent -- 500,000 cases -- below the corresponding period of 1962-63. Cumulative expenditures, however, were down only 5 percent.

Chilled Citrus Salads Have Strong Market

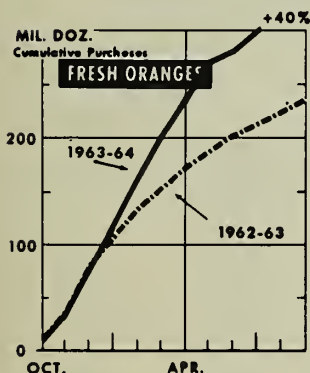


The quantity of chilled citrus salads and sections bought for home use was twice the July 1963 volume. Purchase size averaged 1.4 quarts and 1.4 percent of families bought. Both sales components were substantially larger than a year earlier. (See tables 9 and 16-18.)

Retail sales were slow in most months of the current reporting year: October-July cumulative purchases were 7 percent -- 189,000 gallons -- below corresponding months of 1962-63.

Retail prices were down moderately from July 1963 to 75.5 cents per quart, but were about the same as they have been in calendar 1964. The average buyer spent \$1.09 for chilled citrus sections, 16 percent more than a year earlier and substantially more than he spent for canned grapefruit sections. Total July outlay was up 87 percent. October-July cumulative expenditures held about the same as in 1962-63 despite the drop in volume of purchases.

Fresh Orange Sales Up Moderately



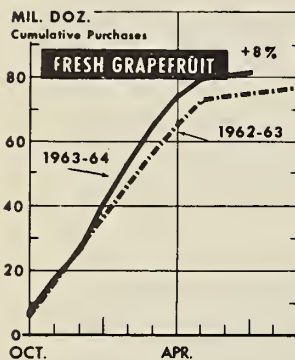
Retail sales of fresh oranges were down seasonally from June, but the market was still more active than in July 1963. The gain over a year earlier was a result of a larger size of purchase since fewer families bought. (See tables 12, 16-18 and figures 7-9.)

Retail prices averaged 61.3 cents per dozen, moderately more than paid in most months of the past year. The typical buyer spent \$1.01 for them, compared with 94 cents in July 1963. As usual, this was substantially less than spent for frozen concentrated or chilled orange juices.

October-July cumulative purchases of fresh oranges were up 40 percent -- 86.9 million dozen -- from the same months of 1962-63. Cumulative expenditures were up 28 percent (\$38 million) and were moderately larger than in 1959-60, the last prefreeze year for which data are available.

Of the total amount spent thus far in 1963-64 for reported orange items -- fresh oranges, and frozen concentrated, chilled and canned orange juices -- 40 percent was used for the purchase of the fresh fruit, the same proportion as in 1959-60.

Grapefruit Sales Up Substantially



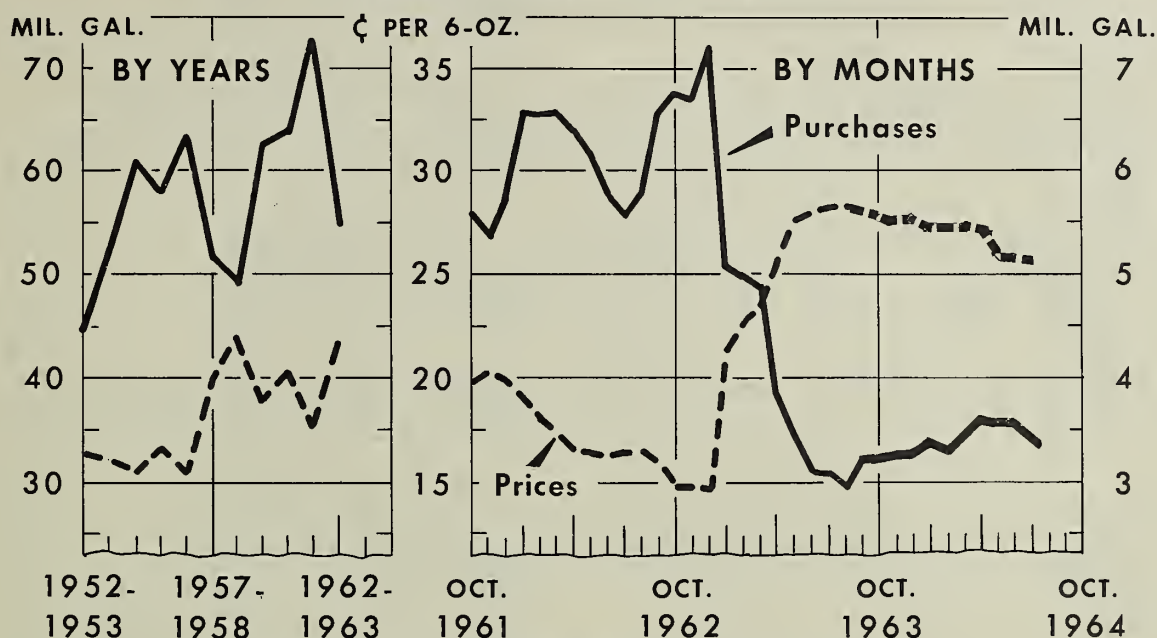
About one-third more -- 263,000 dozen -- fresh grapefruit were brought for home use this July than last. Most of the gain stemmed from a larger size of purchase, since the proportion of families buying (3.3 percent) held about the same. (See tables 13, 16-18 and figures 7-9.)

Prices were down moderately from June as well as from a year earlier to \$1.55 per dozen. This decline was relatively small compared with the rise in purchases, and consumer expenditures were up 25 percent.

October-June cumulative purchases rose 8 percent -- 6.2 million dozen -- over corresponding months of 1962-63. (See figure in margin.) Cumulative expenditures, however, were up 21 percent. The expenditure for fresh grapefruit was about 3 times the amount spent for canned grapefruit juice and canned grapefruit sections.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average 1957-61	1962-1963	1963-1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	6,719	3,238	31.5	20.5	50.0	36.4	19.7	15.9	27.7
Nov.	4,970	6,669	3,263	31.3	20.4	49.8	36.9	19.9	15.9	27.4
Dec.	4,996	7,215	3,240	32.7	20.3	51.5	36.4	19.6	15.7	27.8
Oct.-Dec.	15,077	20,603	9,741	---	---	---	---	---	---	---
Jan.	5,312	5,066	3,398	28.2	21.4	41.9	36.0	19.6	21.3	27.3
Feb.	5,207	4,983	3,283	28.5	20.4	40.7	36.4	19.6	22.6	27.4
Mar.	5,172	4,855	3,494	28.2	20.5	40.2	38.3	19.6	23.2	27.4
Jan.-Mar.	15,691	14,904	10,175	---	---	---	---	---	---	---
Apr.	5,147	3,801	3,649	23.2	20.7	38.1	39.5	19.3	25.4	27.0
May	4,941	3,393	3,572	21.7	20.5	36.3	39.3	19.3	27.5	25.7
June	4,740	3,069	3,551	19.2	19.8	37.1	39.4	19.5	27.8	25.7
Apr.-June	14,828	10,263	10,772	---	---	---	---	---	---	---
July	4,601	3,049	3,349	19.3	19.1	36.6	39.0	19.6	28.1	25.6
Aug.	4,580	2,931		18.8		36.1		19.8	28.2	
Sept.	5,111	3,222		20.2		36.9		19.6	28.0	
July-Sept.	14,292	9,202		---		---		---		
Season	59,888	54,972		---		---		19.6	21.7	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 1A.--FROZEN CONCENTRATED ORANGE JUICE IN FREEZE AND RECOVERY YEARS: Consumer purchases and expenditures, percentage of families buying, and average prices paid, October 1962 to date with comparisons 1/

Period 2/	Total purchases			Proportion of families buying			Purchases per buying family			Prices paid per 6-ounce can			Expenditures			All families		
	1957-	1962-	Change	1957-	1962-	Change	1957-	1962-	Change	1957-	1962-	Change	1957-	1962-	Change	1957-	1962-	Change
	1958	1963		1958	1963		1958	1963		1958	1963		1958	1963		1958	1963	
	1,000	1,000		Pct.	points	Pct.	Oz.	Oz.		Cents	Cents		Dol.	Dol.		1,000	1,000	
	gals.	gals.														dols.	dols.	
October	5,851	6,719	+14.8	30.9	31.5	+ .6	49	50		15.2	15.9	+4.6	1.24	1.32	+6.5	18,973	22,790	+20.1
November	5,770	6,669	+15.6	31.2	31.3	+ .1	46	50		15.4	15.9	+3.2	1.18	1.32	+11.9	18,956	22,621	+19.3
December	5,288	7,215	+36.4	29.3	32.7	+3.4	45	52		15.9	15.7	-1.3	1.19	1.35	+13.4	17,937	24,165	+34.7
January	4,626	5,066	+9.5	27.9	28.2	+ .3	42	42		18.9	21.3	+12.7	1.34	1.49	+11.2	18,652	23,020	+23.4
February	4,423	4,983	+12.7	28.0	28.5	+ .5	41	41		20.3	22.6	+11.3	1.38	1.53	+10.9	19,154	24,024	+25.4
March	4,360	4,855	+11.4	26.7	28.2	+1.5	41	40		21.2	23.2	+9.4	1.45	1.55	+6.9	19,719	24,029	+21.9
April	3,992	3,801	-4.8	25.2	23.2	-2.0	40	38		22.2	25.4	+14.4	1.47	1.61	+9.5	18,906	20,596	+8.9
May	3,915	3,393	-13.3	24.2	21.7	-2.5	42	36		22.5	27.5	+22.2	1.56	1.66	+6.4	18,792	19,905	+5.9
June	3,320	3,069	-7.6	23.5	19.2	-4.3	35	37		23.9	27.8	+16.3	1.41	1.72	+22.0	16,927	18,201	+7.5
July	3,284	3,049	-7.2	22.9	19.3	-3.6	36	37		24.2	28.1	+16.1	1.46	1.71	+17.1	16,954	18,277	+7.8
August	3,267	2,931	-10.3	23.0	18.8	-4.2	36	36		24.6	28.2	+14.6	1.46	1.70	+16.4	17,145	17,633	+2.8
September	3,490	3,222	-7.7	24.0	20.2	-3.8	36	37		24.7	28.0	+13.4	1.50	1.72	+14.7	18,390	19,246	+4.7
Season 3/	51,586	54,972	+6.6	---	---	---	--	--		20.0	21.7	+8.5	---	---	---	220,505	254,507	+15.4
October	1958-	1963-		1958-	1963-		1958-	1963-		1958-	1963-		1958-	1963-		1958-	1963-	
	1959	1964		1959	1964		1959	1964		1959	1964		1959	1964		1959	1964	
October	3,743	3,238	-13.5	24.4	20.5	-3.9	38	36		24.8	27.7	+11.7	1.58	1.68	+6.3	19,803	19,134	-3.4
November	3,646	3,263	-10.5	24.1	20.4	-3.7	37	37		25.0	27.4	+9.6	1.56	1.69	+8.3	19,445	19,073	-1.9
December	3,276	3,240	-1.1	22.4	20.3	-2.1	37	36		25.5	27.8	+9.0	1.58	1.69	+7.0	17,821	19,215	+7.8
January	4,364	3,398	-22.1	25.8	21.4	-4.4	41	36		22.0	27.3	+24.1	1.51	1.64	+8.6	20,481	19,790	-3.4
February	4,436	3,283	-26.0	26.2	20.4	-5.8	42	36		20.5	27.4	+33.7	1.42	1.66	+16.9	19,400	19,190	-1.1
March	4,367	3,494	-20.0	26.1	20.5	-5.6	42	38		20.3	27.4	+35.0	1.42	1.75	+23.2	18,912	20,423	+8.0
April	4,448	3,649	-18.0	25.8	20.7	-5.1	43	40		20.2	27.0	+33.7	1.45	1.78	+22.8	19,168	21,018	+9.7
May	4,131	3,572	-13.5	24.8	20.5	-4.3	41	39		20.7	25.7	+24.2	1.42	1.68	+18.3	18,242	19,584	+7.4
June	4,066	3,551	-12.7	25.9	19.8	-6.1	40	39		21.3	25.7	+20.7	1.41	1.69	+19.9	18,476	19,469	+5.4
July	4,018	3,349	-16.7	24.5	19.1	-5.4	40	39		22.0	25.6	+16.4	1.46	1.66	+13.7	18,858	18,290	-3.0
August	3,971			24.5			41			22.3			1.53			18,891		
September	4,509			26.9			42			22.1			1.55			21,258		
Season 3/	48,975			---			--			22.1			---			230,755		

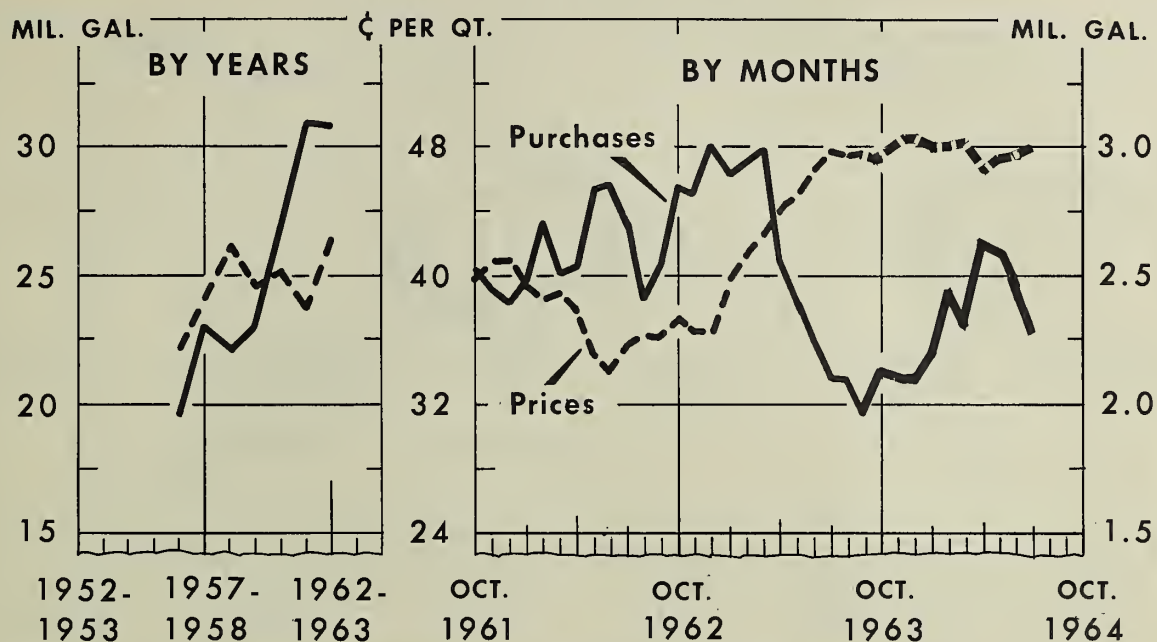
1/ Freezes occurred in December 1957 and December 1962. Tree and fruit losses in 1962 were the greatest for many years.

2/ Data are for 4-week periods to facilitate comparisons.

3/ 48-week periods.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

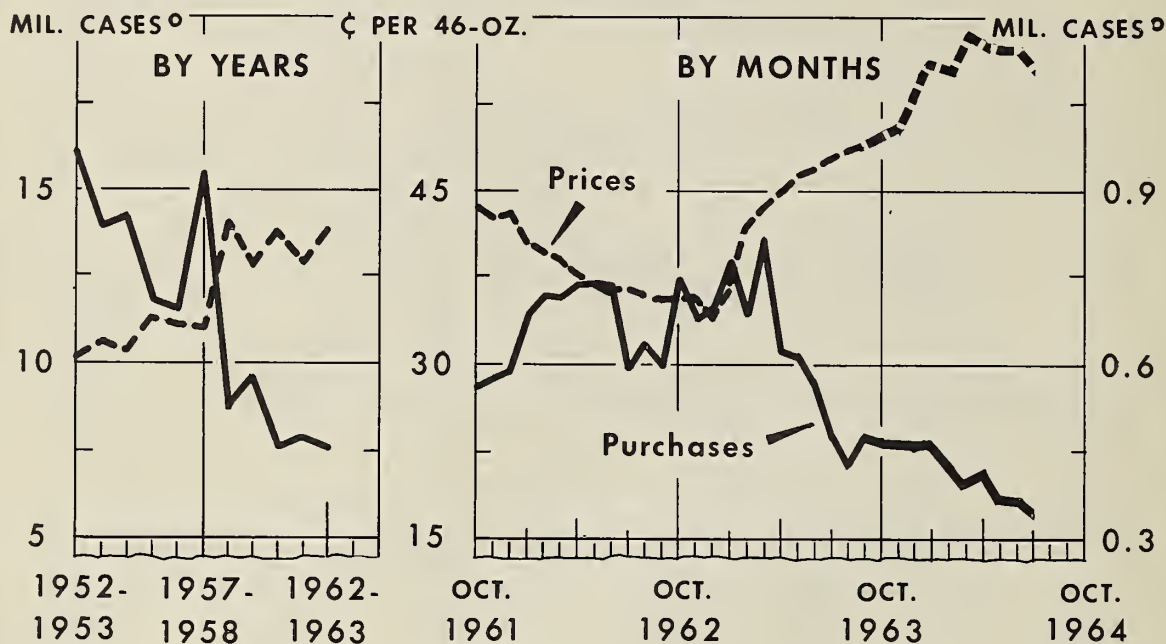
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000	1,000	1,000	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
	gals.	gals.	gals.							
Oct.	1,950	2,849	2,144	6.0	5.1	111.7	97.5	39.7	37.1	47.3
Nov.	2,017	2,811	2,074	6.2	4.7	106.7	102.4	40.2	36.4	48.5
Dec.	1,911	3,002	2,097	6.3	4.7	111.4	99.0	40.0	36.3	48.1
Oct.-Dec.	5,878	8,662	6,315	---	---	---	---	---	---	---
Jan.	2,098	2,884	2,197	6.4	5.4	105.4	91.9	39.1	39.8	47.9
Feb.	2,288	2,948	2,440	6.5	5.5	105.1	98.9	38.7	41.6	47.9
Mar.	2,267	2,997	2,276	6.4	5.2	109.3	98.7	39.6	42.4	48.1
Jan.-Mar.	6,653	8,829	6,913	---	---	---	---	---	---	---
Apr.	2,239	2,555	2,677	5.6	6.1	106.5	97.7	39.3	44.1	46.4
May	2,339	2,393	2,565	5.5	5.6	100.4	103.0	38.7	44.9	47.4
June	2,291	2,249	2,412	5.4	5.3	96.6	99.9	38.3	46.6	47.7
Apr.-June	6,869	7,197	7,654	---	---	---	---	---	---	---
July	2,064	2,099	2,282	5.1	5.1	94.2	100.0	39.1	47.7	48.0
Aug.	1,901	2,094		4.9		98.4		39.6	47.4	
Sept.	1,974	1,951		4.6		98.8		39.6	47.5	
July-Sept.	5,939	6,144		---	---	---	---	---	---	---
Season	25,339	30,832		---	---	---	---	39.3	42.1	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

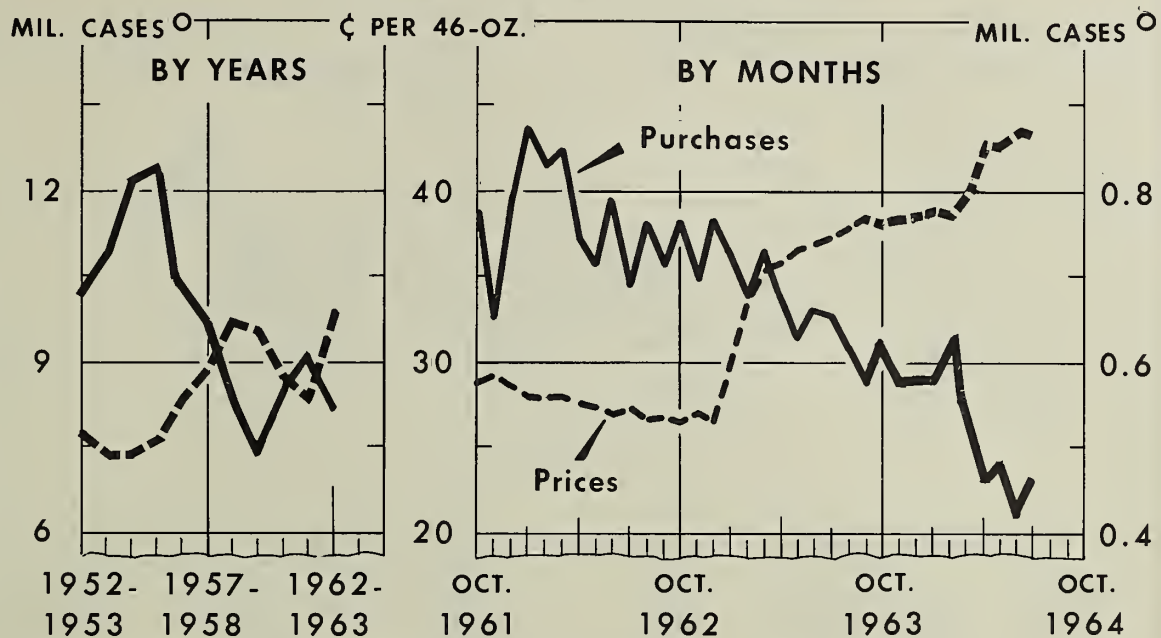
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	749	455	6.3	4.5	94.3	78.5	37.8	35.5	50.2
Nov.	808	677	456	5.9	4.3	90.5	84.4	37.7	35.8	51.4
Dec.	754	699	450	6.0	4.4	92.3	79.3	38.1	34.0	53.7
Oct.-Dec.	2,414	2,125	1,361	---	---	---	---	---	---	---
Jan.	892	779	453	6.6	4.4	93.2	79.5	37.0	36.5	56.0
Feb.	909	680	415	6.7	4.3	80.3	77.0	37.5	41.8	55.4
Mar.	915	823	376	6.9	3.8	93.8	78.8	37.5	43.5	58.5
Jan.-Mar.	2,716	2,282	1,244	---	---	---	---	---	---	---
Apr.	881	618	401	5.7	4.2	84.6	77.1	37.8	44.9	57.7
May	838	611	365	5.3	3.8	90.4	73.5	37.9	46.4	57.5
June	806	564	362	5.1	3.5	86.4	80.5	37.7	46.8	57.5
Apr.-June	2,525	1,793	1,128	---	---	---	---	---	---	---
July	764	467	337	4.7	3.5	77.1	76.0	38.5	47.7	55.5
Aug.	708	421		4.2		78.9		39.0	48.5	
Sept.	709	474		4.6		80.7		39.9	48.9	
July-Sept.	2,181	1,362		---		---		---		
Season	9,836	7,562		---		---		38.0	41.7	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR. \circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

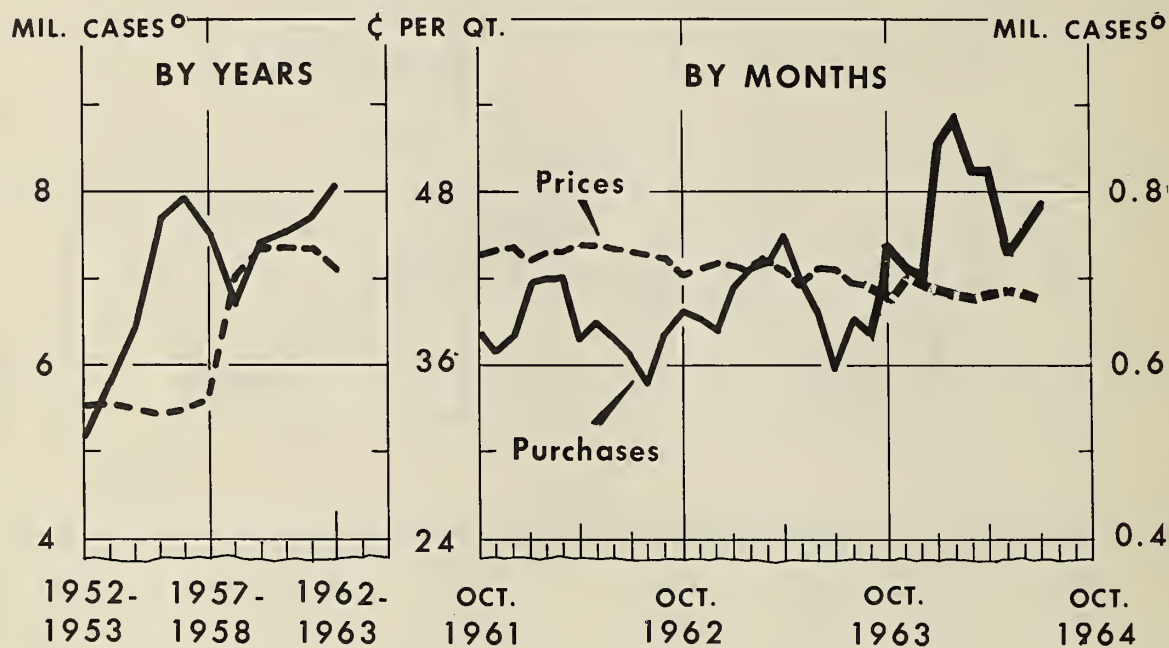
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	765	620	5.8	4.9	104.4	97.2	30.3	26.6	37.9
Nov.	683	697	566	5.4	4.6	102.6	96.7	30.7	27.0	38.4
Dec.	643	765	576	5.4	4.7	111.0	95.1	30.4	26.4	38.3
Oct.-Dec.	2,098	2,227	1,762	---	---	---	---	---	---	---
Jan.	755	726	575	5.8	4.5	98.3	99.1	30.1	29.6	38.9
Feb.	715	674	636	5.7	4.8	93.0	99.6	30.4	33.5	38.5
Mar.	738	728	549	5.9	4.6	97.8	93.5	30.1	35.3	40.3
Jan.-Mar.	2,208	2,128	1,760	---	---	---	---	---	---	---
Apr.	793	668	461	5.2	4.0	99.9	89.4	29.1	35.7	42.8
May	781	621	484	5.0	4.2	97.8	88.8	28.9	36.5	42.5
June	714	659	427	5.4	3.8	95.6	86.3	29.2	36.7	43.5
Apr.-June	2,288	1,948	1,372	---	---	---	---	---	---	---
July	632	652	464	5.1	3.8	99.6	92.8	30.3	37.1	42.9
Aug.	683	606	---	4.5	---	103.8	---	29.9	37.7	---
Sept.	663	568	---	4.8	---	92.9	---	30.3	38.5	---
July-Sept.	1,978	1,826	---	---	---	---	---	---	---	---
Season	8,572	8,129	---	---	---	---	---	30.0	33.1	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans...432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541

ECONOMIC RESEARCH SERVICE

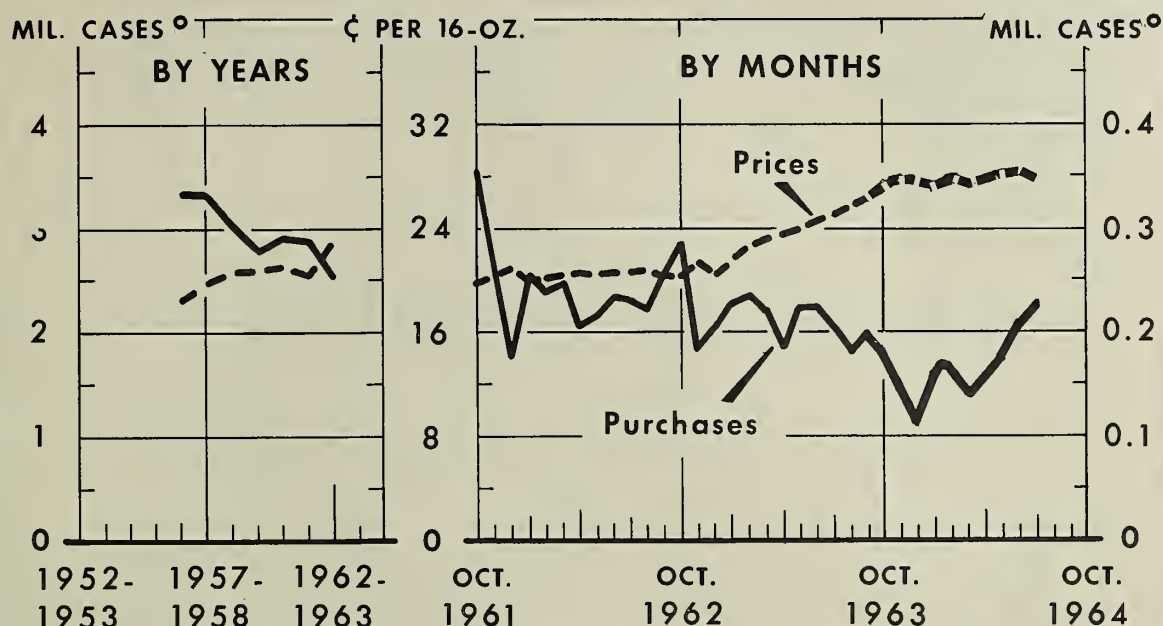
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	660	731	6.9	7.3	75.6	77.6	39.9	42.1	40.8
Nov.	598	652	708	6.9	7.2	74.6	76.1	40.5	42.5	42.0
Dec.	599	636	706	6.3	7.3	79.7	74.5	40.8	42.8	41.6
Oct.-Dec.	1,829	1,948	2,145	---	---	---	---	---	---	---
Jan.	652	693	856	7.1	8.4	76.8	78.3	40.9	42.7	40.7
Feb.	653	716	888	7.7	8.7	73.6	78.9	41.4	42.4	40.5
Mar.	654	719	824	7.8	8.6	72.6	73.5	41.5	43.2	40.5
Jan.-Mar.	1,959	2,128	2,568	---	---	---	---	---	---	---
Apr.	602	749	826	8.1	8.0	72.8	78.1	41.7	42.3	40.8
May	607	700	734	7.4	7.4	74.1	75.8	41.8	41.2	41.1
June	600	659	756	7.1	7.4	72.3	77.7	41.7	42.4	40.9
Apr.-June	1,809	2,108	2,316	---	---	---	---	---	---	---
July	571	594	791	6.3	7.8	73.1	76.9	41.7	42.3	40.6
Aug.	569	651		6.8		74.3		41.6	41.6	
Sept.	602	632		6.6		74.5		41.7	41.4	
July-Sept.	1,742	1,877		---		---		---	---	
Season	7,339	8,061		---		---		41.3	42.2	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

\circ EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period $\frac{1}{2}$	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	285	183	4.5	3.2	55.0	49.4	20.0	20.1	27.0
Nov.	249	182	143	3.3	2.9	49.0	43.0	20.3	21.2	27.8
Dec.	192	201	111	3.3	2.4	54.1	39.8	20.5	20.3	27.6
Oct.-Dec.	752	668	437	---	---	---	---	---	---	---
Jan.	245	228	164	3.8	3.1	52.4	45.8	20.2	21.3	26.9
Feb.	239	233	159	3.8	2.7	53.0	49.7	20.2	22.5	27.6
Mar.	225	219	142	3.9	2.9	48.4	41.4	20.4	22.9	27.5
Jan.-Mar.	709	680	465	---	---	---	---	---	---	---
Apr.	227	182	162	3.4	3.1	47.1	44.2	20.3	23.3	27.9
May	233	223	176	3.9	3.4	49.2	44.3	20.4	23.8	28.1
June	255	223	207	3.9	3.6	50.7	49.8	20.5	24.5	28.2
Apr.-June	715	628	545	---	---	---	---	---	---	---
July	264	204	234	3.4	3.9	51.4	51.4	20.7	24.7	27.6
Aug.	253	179		3.1		50.7		20.4	25.6	
Sept.	284	200		3.3		52.6		20.4	26.1	
July-Sept.	801	583		---		---		---	---	
Season	2,977	2,559		---		---		20.4	22.9	

$\frac{1}{2}$ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--FROZEN CONCENTRATED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, April 1963 to date

Period 1/	Orange						Other						Total					
	:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:		
	Total : of : per :	Total : of : per :	Total : of : per :	Total : of : per :	Total : of : per :	Total : of : per :	Total : of : per :	Total : of : per :	Total : of : per :	Total : of : per :	Total : of : per :	Total : of : per :	Total : of : per :	Total : of : per :	Total : of : per :	Total : of : per :	Total : of : per :	Total : of : per :
	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :	purchases: families : buying :
	1,000	gals.	gals.	1,000	gals.	gals.	1,000	gals.	gals.	1,000	gals.	gals.	1,000	gals.	gals.	1,000	gals.	gals.
	Percent	Ounces	Cents	Percent	Ounces	Cents	Percent	Ounces	Cents	Percent	Ounces	Cents	Percent	Ounces	Cents	Percent	Ounces	Cents
1963																		
April	423	29.9	17.7	3.3	29.9	17.7	1,035	---	---	---	---	12.5	---	---	---	1,458	---	14.0
May	523	25.2	16.5	4.8	25.2	16.5	1,996	---	---	---	---	11.8	---	---	---	2,519	---	12.8
June	602	25.0	16.5	5.6	25.0	16.5	3,021	---	---	---	---	11.8	---	---	---	3,623	---	12.5
Apr.-June	1,548	---	---	---	---	---	6,052	---	---	---	---	---	---	---	---	7,600	---	---
July	703	28.6	14.6	5.7	28.6	14.6	3,774	---	---	---	---	11.7	---	---	---	4,477	---	12.1
August	726	27.9	15.3	6.0	27.9	15.3	2,956	---	---	---	---	11.8	---	---	---	3,682	---	12.5
September	654	30.2	15.8	5.0	30.2	15.8	1,732	---	---	---	---	11.5	---	---	---	2,386	---	12.7
July-Sept.	2,083	---	---	---	---	---	8,462	---	---	---	---	---	---	---	---	10,545	---	---
1963-64																		
October	580	30.4	17.0	4.4	30.4	17.0	924	---	---	---	---	13.2	---	---	---	1,504	---	14.7
November	445	27.0	17.7	3.7	27.0	17.7	632	---	---	---	---	13.9	---	---	---	1,077	---	15.5
December	364	27.7	18.0	3.0	27.7	18.0	553	4.2	30.1	13.5	---	---	---	---	---	917	---	15.2
Oct.-Dec.	1,389	---	---	---	---	---	2,109	---	---	---	---	---	---	---	---	3,498	---	---
January	574	26.8	17.6	4.9	26.8	17.6	627	4.7	29.7	14.3	---	---	---	---	---	1,201	---	15.9
February	580	28.0	17.4	4.7	28.0	17.4	546	4.3	28.6	14.5	---	---	---	---	---	1,126	---	16.0
March	459	27.8	17.7	3.7	27.8	17.7	672	4.7	32.3	14.0	---	---	---	---	---	1,131	---	15.5
Jan.-Mar.	1,613	---	---	---	---	---	1,845	---	---	---	---	---	---	---	---	3,458	---	---
April	645	29.4	17.5	5.0	29.4	17.5	900	6.1	32.9	13.2	---	---	---	---	---	1,545	---	15.0
May	627	28.8	16.5	5.0	28.8	16.5	2,620	14.5	40.4	11.2	---	---	---	---	---	3,247	---	12.2
June	573	27.9	15.6	4.7	27.9	15.6	2,787	15.6	39.9	10.8	---	---	---	---	---	3,360	---	11.6
Apr.-June	1,845	---	---	---	---	---	6,307	---	---	---	---	---	---	---	---	8,152	---	---
July	661	30.8	15.2	4.8	30.8	15.2	3,620	18.7	43.8	10.8	---	---	---	---	---	4,281	---	11.5
August																		
September																		
July-Sept.																		
Season																		

1/ Data are for 28-day (4-week) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 8.--OTHER FROZEN CONCENTRATED AND CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date

Period 1/	Other frozen concentrated juices 2/				Other canned single-strength juices 3/					
	Purchases		Prices paid per 6-ounce can		Purchases		Proportion of families buying	Purchases per buying family	Prices paid per 46-ounce can	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1963-1964	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Cents	Cents	1,000 cases	1,000 cases	Percent	Ounces	Cents	Cents
Oct.	675	932	18.2	20.7	4,391	5,041	34.3	114.1	29.8	30.6
Nov.	643	853	18.2	21.2	4,535	4,619	34.1	103.6	29.9	31.5
Dec.	676	725	17.9	21.4	4,247	4,705	35.2	102.8	30.3	31.8
Oct.-Dec.	1,994	2,510			13,173	14,365				
Jan.	1,027	981	18.2	21.3	5,340	5,106	36.8	107.4	29.8	32.0
Feb.	1,082	1,007	19.0	21.0	5,867	5,140	36.3	108.2	29.8	31.8
Mar.	1,106	944	19.1	21.6	6,242	4,982	36.6	105.2	30.0	31.9
Jan.-Mar.	3,215	2,932			17,449	15,228				
Apr.	1,161	1,102	19.2	21.1	5,605	4,759	34.9	104.8	30.5	33.1
May	1,208	828	19.4	21.5	5,510	4,668	34.4	103.8	30.2	32.9
June	975	834	20.3	21.0	5,171	4,433	33.8	100.4	30.8	32.8
Apr.-June	3,344	2,764	---	---	16,286	13,860	---	---	---	---
July	903	800	20.3	21.1	4,720	4,328	32.2	101.4	31.4	32.6
Aug.	872		20.6		4,740				31.5	
Sept.	822		21.0		4,748				31.7	
July-Sept.	2,597				14,208					
Season	11,150		19.3		61,116				30.5	

Table 9.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 4/

Period 1/	Purchases		Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents
	1963	1964	1963	1964	1963	1964	1963	1964
Oct.	311	194	1.8	1.0	42.1	43.9	63.0	77.9
Nov.	394	256	2.0	1.3	47.0	47.4	61.6	68.9
Dec.	326	222	1.7	1.2	45.2	45.3	62.4	71.3
Oct.-Dec.	1,031	672						
Jan.	295	222	1.7	1.2	42.4	44.5	64.8	76.1
Feb.	298	251	1.6	1.2	45.4	49.6	70.2	75.8
Mar.	286	224	1.6	1.3	42.5	41.8	72.5	74.6
Jan.-Mar.	879	697						
Apr.	284	280	1.4	1.3	47.2	51.5	75.0	74.5
May	258	338	1.4	2.1	43.2	37.6	76.8	74.6
June	180	312	1.0	1.9	44.1	39.3	77.5	76.2
Apr.-June	722	930	---	---	---	---	---	---
July	144	288	0.9	1.4	37.2	46.4	80.7	75.5
Aug.	134		0.7		44.9		82.6	
Sept.	119		0.6		45.5		82.5	
July-Sept.	397							
Season	3,029						70.2	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
 2/ Includes citrus blends and concentrates other than orange. 3/ Includes citrus blends and canned juices other than orange, grapefruit, and prune. 4/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying estimates for chilled salads particularly should be used with caution.
 Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 10.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average :	1962- :	1963- :	1962- :	1963- :	1962- :	1963- :	Average :	1962- :	1963- :
	1957-61 :	1963 :	1964 :	1963 :	1964 :	1963 :	1964 :	1957-61 :	1963 :	1964 :
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,732	6,565	6,847	40.7	41.5	127	128.2	---	33.2	35.6
Nov.	6,495	6,561	6,349	42.1	41.3	123	117.8	---	33.3	36.8
Dec.	6,152	6,347	6,437	41.2	41.8	122	117.7	---	33.4	37.0
Oct.-Dec.	19,379	19,473	19,633	---	---	---	---	---	---	---
Jan.	6,931	7,538	6,990	45.5	44.2	130	122.0	---	33.4	37.4
Feb.	6,940	7,937	7,079	47.1	43.8	133	123.4	---	34.0	37.1
Mar.	7,015	8,512	6,731	47.9	43.9	140	118.4	---	34.5	37.3
Jan.-Mar.	20,886	23,987	20,800	---	---	---	---	---	---	---
Apr.	6,875	7,640	6,447	45.7	41.8	131	118.5	---	35.1	38.6
May	6,817	7,442	6,251	44.9	40.4	130	117.8	---	34.8	38.2
June	6,454	7,053	5,978	43.6	40.0	127	114.2	---	35.4	38.4
Apr.-June	20,146	22,135	18,676	---	---	---	---	---	---	---
July	6,013	6,433	5,920	41.7	38.9	120	115.2	---	35.9	38.2
Aug.	5,892	6,418		40.3		124		---	36.1	
Sept.	5,995	6,422		39.7		126		---	36.3	
July-Sept.	17,900	19,273		---		---		---	---	
Season	78,311	84,868		---		---		---	34.6	

Table 11.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average :	1962- :	1963- :	1962- :	1963- :	1962- :	1963- :	Average :	1962- :	1963- :
	1959-61 :	1963 :	1964 :	1963 :	1964 :	1963 :	1964 :	1959-61 :	1963 :	1964 :
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,858	3,304	4,630	18.9	23.6	138	152.2	32.0	30.7	32.0
Nov.	2,577	2,905	3,990	17.5	21.9	131	143.2	32.8	31.7	32.2
Dec.	2,635	2,859	4,224	17.4	21.9	130	150.2	32.3	31.8	32.8
Oct.-Dec.	8,070	9,068	12,844	---	---	---	---	---	---	---
Jan.	3,235	4,176	5,094	22.2	25.0	148	156.0	31.8	30.4	32.1
Feb.	3,362	4,594	5,624	23.9	26.5	151	164.0	31.9	30.9	32.1
Mar.	3,408	4,703	5,471	25.5	26.5	145	160.3	31.7	30.9	32.1
Jan.-Mar.	10,005	13,473	16,189	---	---	---	---	---	---	---
Apr.	3,558	5,075	5,957	26.4	28.4	151	162.4	31.7	30.9	31.8
May	3,758	5,169	6,213	26.5	29.1	153	165.2	31.7	31.0	31.7
June	4,027	5,035	5,980	26.4	28.6	149	160.3	31.3	31.3	31.4
Apr.-June	11,343	15,279	18,150	---	---	---	---	---	---	---
July	4,007	5,600	6,201	28.0	28.6	156	165.8	30.8	31.1	30.9
Aug.	3,486	5,241		26.2		156		31.1	31.5	
Sept.	3,233	4,509		23.5		150		31.5	32.1	
July-Sept.	10,726	15,350		---		---		---	---	
Season	40,144	53,170		---		---		31.7	31.2	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases No. 24 cans ... 432 ounces per case.

Table 12.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000	1,000	1,000							
	doz.	doz.	doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	22,954	12,888	12,673	15.3	15.4	18.4	17.8	52.6	62.4	62.3
Nov.	33,469	24,791	20,614	27.9	24.9	19.5	17.9	45.2	48.6	59.7
Dec.	48,925	42,444	40,586	41.5	40.8	22.4	21.4	43.4	49.4	55.8
Oct.-Dec.	105,348	80,123	73,873	---	---	---	---	---	---	---
Jan.	48,506	27,332	42,660	31.8	39.2	18.8	23.3	45.9	67.3	57.5
Feb.	48,592	25,296	43,928	29.5	39.5	18.7	23.8	49.6	72.9	57.4
Mar.	42,941	20,699	41,937	25.6	38.0	17.7	23.7	51.8	74.6	57.6
Jan.-Mar.	140,039	73,327	128,525	---	---	---	---	---	---	---
Apr.	35,817	18,016	35,406	22.5	32.7	17.5	23.1	53.7	77.4	61.2
May	29,927	16,790	28,964	20.8	28.1	17.6	22.0	51.3	75.3	58.3
June	21,441	13,997	21,673	17.4	21.8	17.5	21.3	54.2	68.6	56.3
Apr.-June	87,185	48,803	86,043	---	---	---	---	---	---	---
July	14,214	12,232	12,900	14.3	13.9	18.5	19.7	54.6	61.0	61.3
Aug.	11,182	10,091		11.7		18.7		56.5	61.8	
Sept.	12,916	11,491		13.5		18.5		54.1	58.3	
July-Sept.	38,312	33,814		---	---	---	---	---	---	---
Season	370,884	236,067		---	---	---	---	49.7	63.5	

Table 13.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000	1,000	1,000							
	doz.	doz.	doz.	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	7,632	5,796	6,410	17.1	19.2	7.4	7.2	93.0	96.5	117.3
Nov.	10,234	10,570	10,203	24.7	23.4	9.4	9.4	86.1	87.4	110.4
Dec.	11,023	11,349	10,760	23.7	23.5	10.5	9.8	83.4	88.4	109.5
Oct.-Dec.	28,889	27,715	27,373	---	---	---	---	---	---	---
Jan.	13,533	9,217	12,880	21.2	27.1	9.5	10.2	83.9	106.2	110.7
Feb.	14,486	10,191	13,057	22.6	26.8	9.9	10.5	82.6	106.8	110.8
Mar.	14,106	9,963	12,027	21.8	25.5	10.0	10.1	85.2	108.6	117.2
Jan.-Mar.	42,125	29,371	37,964	---	---	---	---	---	---	---
Apr.	11,086	8,933	8,375	19.4	19.1	10.0	9.4	94.1	115.6	137.0
May	6,769	5,946	4,370	15.0	11.8	8.6	7.9	107.3	133.2	154.2
June	3,422	2,663	2,454	8.7	7.4	6.7	7.0	116.3	163.5	158.6
Apr.-June	21,277	17,542	15,199	---	---	---	---	---	---	---
July	1,669	765	1,028	3.2	3.3	5.3	6.5	119.4	167.4	155.2
Aug.	1,221	466		2.2		4.7		126.8	166.2	
Sept.	1,156	836		3.9		4.6		129.7	136.9	
July-Sept.	4,046	2,067		---	---	---	---	---	---	---
Season	96,337	76,695		---	---	---	---	90.5	107.1	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 14.--Total consumer purchases of orange and grapefruit juices, other juices, and fruit drinks, equivalent single-strength basis, October 1961 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Total juices and canned single-strength fruit drinks			Frozen concentrated: fruit drinks: products		
	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64
	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases
Monthly															
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	1,974	19,027
November	8,276	10,110	5,504	5,696	5,949	6,338	2,736	2,905	3,990	16,708	18,964	15,832	1,407	1,407	17,239
December	8,877	10,903	5,486	5,825	5,684	6,270	2,702	2,859	4,224	17,404	19,446	15,980	1,201	1,201	17,181
Oct.-Dec.	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	4,582	53,447
January	10,105	8,363	5,706	6,302	7,250	7,124	3,523	4,176	5,094	19,930	19,789	17,924	1,553	1,553	19,477
February	10,146	8,132	5,664	6,246	7,865	7,221	3,505	4,594	5,624	19,897	20,591	18,509	1,448	1,448	19,957
March	10,109	8,192	5,739	6,350	8,272	6,925	3,601	4,703	5,471	20,060	21,167	18,135	1,480	1,480	19,615
Jan.-March	30,360	24,687	17,109	18,898	23,387	21,270	10,629	13,473	16,189	59,887	61,547	54,568	4,481	4,481	59,049
April	9,766	6,547	5,979	6,073	7,730	6,891	3,708	5,075	5,957	19,547	19,352	18,827	2,018	2,018	20,845
May	9,539	5,962	5,842	6,172	7,641	6,383	4,000	5,169	6,213	19,711	18,772	18,438	4,393	4,393	22,831
June	9,214	5,526	5,712	5,684	6,985	6,177	4,023	5,035	5,980	18,921	17,546	17,861	4,561	4,561	22,430
Apr.-June	28,519	18,035	17,533	17,929	22,356	19,451	11,731	15,279	18,150	58,179	55,670	55,134	10,972	10,972	66,106
July	8,639	5,354	5,446	5,534	6,384	6,067	4,054	5,600	6,201	18,227	17,338	17,714	5,826	5,826	23,540
August	8,963	5,120		5,187	6,424		3,506	5,241		17,656	16,785				
September	9,841	5,438		5,411	6,354		3,383	4,509		18,635	16,301				
July-Sept.	27,443	15,912		16,132	19,162		10,943	15,350		54,518	50,424				
Cumulative															
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	1,974	19,027
November	17,210	20,430	11,051	11,716	11,800	13,214	5,837	6,209	8,620	34,763	38,439	32,885	3,381	3,381	36,266
December	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	4,582	53,447
January	36,192	39,696	22,243	23,843	24,734	26,608	12,062	13,244	17,938	72,097	77,674	66,789	6,135	6,135	72,924
February	46,338	47,828	27,907	30,089	32,599	33,829	15,567	17,838	23,562	91,994	98,265	85,298	7,583	7,583	92,881
March	56,447	56,020	33,646	36,439	40,871	40,754	19,168	22,541	29,033	112,054	119,432	103,433	9,063	9,063	112,496
April	66,213	62,567	39,625	42,512	48,601	47,645	22,876	27,616	34,990	131,601	138,784	122,260	11,081	11,081	133,341
May	75,752	68,529	45,467	48,684	56,242	54,028	26,876	32,785	41,203	151,312	157,556	140,698	15,474	15,474	156,172
June	84,966	74,055	51,179	54,368	63,227	60,205	30,899	37,820	47,183	170,233	175,102	158,567	20,035	20,035	178,602
July	93,605	79,409	56,625	59,902	69,611	66,272	34,953	43,420	53,384	188,460	192,440	176,281	25,861	25,861	202,142
August	102,568	84,529		65,089	76,035		38,459	48,661		206,116	209,225				
September	112,409	89,967		70,500	82,389		41,842	53,170		224,751	225,526				

1/ Frozen concentrated juices and orange drink converted to single-strength equivalent at 4 to 1; other frozen concentrated fruit drinks, marketed at various concentrations, at 4.7 to 1. The latter is an approximation, as the product mix, which may vary by months, is not available. 2/ 4-weeks (20-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 15.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1962 to date 1/

Month and year 2/	Frozen concentrated 3/						Chilled orange juice	Canned single-strength juices						Canned single- strength fruit drinks	Average 5/
	Juices			Fruit drinks				Orange : Grapefruit : Prune : Other 4/ : Average							
	Orange	Other 4/	Average	Orange	Other 4/	Average		Orange	Grapefruit	Prune	Other 4/	Average			
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	
1962-63															
October	4.0	4.6	4.0	---	---	---	7.0	4.6	3.5	7.9	3.9	4.3	4.0	(4.3)	
November	4.0	4.6	4.0	---	---	---	6.8	4.7	3.5	8.0	3.9	4.3	4.1	(4.3)	
December	3.9	4.5	4.0	---	---	---	6.8	4.4	3.4	8.0	4.0	4.4	4.2	(4.3)	
January	5.3	4.6	5.2	---	---	---	7.5	4.8	3.9	8.0	3.9	4.4	4.0	(4.7)	
February	5.6	4.8	5.5	---	---	---	7.8	5.5	4.4	8.0	3.9	4.4	4.0	(4.9)	
March	5.8	4.8	5.6	---	---	---	8.0	5.7	4.6	8.1	3.9	4.5	4.0	(4.9)	
April	6.4	4.8	6.0	4.4	2.7	3.1	8.3	5.9	4.7	7.9	4.0	4.6	4.0	4.8	
May	6.9	4.8	6.4	4.1	2.5	2.8	8.4	6.1	4.8	7.7	3.9	4.5	4.0	4.7	
June	7.0	5.1	6.5	4.1	2.5	2.7	8.7	6.1	4.8	8.0	4.0	4.6	4.1	4.6	
July	7.0	5.1	6.6	3.6	2.5	2.6	8.9	6.2	4.8	7.9	4.1	4.7	4.1	4.5	
August	7.1	5.2	6.6	3.8	2.5	2.7	8.9	6.3	4.9	7.8	4.1	4.7	4.1	4.6	
September	7.0	5.2	6.6	4.0	2.4	2.8	8.9	6.4	5.0	7.8	4.1	4.7	4.2	4.9	
Season	5.4	4.8	5.3	---	---	---	7.9	5.4	4.3	7.9	4.0	4.5	4.1	(4.6)	
1963-64															
October	6.9	5.2	6.5	4.2	2.8	3.3	8.9	6.5	4.9	7.6	4.0	4.6	4.2	5.0	
November	6.8	5.3	6.5	4.4	3.0	3.5	9.1	6.7	5.0	7.9	4.1	4.8	4.2	5.2	
December	7.0	5.4	6.6	4.5	2.9	3.5	9.0	7.0	5.0	7.8	4.1	4.8	4.3	5.2	
January	6.8	5.3	6.5	4.4	3.0	3.6	9.0	7.3	5.1	7.6	4.2	4.9	4.2	5.2	
February	6.8	5.2	6.5	4.4	3.1	3.7	9.0	7.2	5.0	7.6	4.1	4.8	4.2	5.1	
March	6.8	5.4	6.6	4.4	3.0	3.5	9.0	7.6	5.3	7.6	4.2	4.9	4.2	5.2	
April	6.8	5.3	6.4	4.4	2.8	3.4	8.7	7.5	5.6	7.6	4.3	5.0	4.1	5.1	
May	6.4	5.4	6.2	4.1	2.4	2.7	8.9	7.5	5.5	7.7	4.3	5.0	4.1	4.7	
June	6.4	5.2	6.2	3.9	2.3	2.5	8.9	7.5	5.7	7.7	4.3	5.0	4.1	4.7	
July	6.4	5.3	6.2	3.8	2.3	2.5	9.0	7.2	5.6	7.6	4.3	5.0	4.0	4.5	
August															
September															
Season															

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices and orange drink converted to ready-to-drink basis at 4 to 1; other frozen concentrated fruit drinks at 4.7 to 1. See table 14. 4/ Includes citrus blends. 5/ Data for frozen concentrated fruit drinks not available October-March, 1962-63; hence, prices in parentheses are not comparable with subsequent periods.

Table 16.---Average expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen concentrated		Chilled orange juice		Canned single-strength juices		Canned single-strength fruit drinks		Canned grapefruit sections		Chilled citrus salads		Fresh oranges		Fresh grapefruit	
	Orange juice : drink		Orange : Grapefruit : Prune : All 3/		Orange : Grapefruit : Prune : All 3/		Orange : Grapefruit : Prune : All 3/		Orange : Grapefruit : Prune : All 3/		Orange : Grapefruit : Prune : All 3/		Orange : Grapefruit : Prune : All 3/		Orange : Grapefruit : Prune : All 3/	
	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.
1962-63																
October	1.32	---	1.30	.73	.60	.99	.92	.92	.69	.83	.96	.60				
November	1.32	---	1.21	.70	.60	.99	.89	.90	.65	.90	.79	.68				
December	1.35	---	1.26	.68	.64	1.07	.88	.90	.69	.88	.92	.77				
January	1.49	---	1.31	.74	.63	1.02	.95	.98	.70	.86	1.05	.84				
February	1.53	---	1.37	.73	.68	.98	.98	1.02	.75	1.00	1.14	.88				
March	1.55	---	1.45	.89	.75	.98	1.05	.98	.69	.96	1.10	.90				
April	1.61	.88	1.47	.83	.78	.96	1.00	1.01	.69	1.11	1.13	.96				
May	1.66	.69	1.41	.91	.78	.95	.98	1.03	.73	1.04	1.10	.95				
June	1.72	.69	1.41	.88	.76	.96	.98	1.02	.78	1.07	1.00	.91				
July	1.71	.70	1.40	.80	.80	.97	.94	1.05	.79	.94	.94	.74				
August	1.70	.71	1.46	.83	.85	.97	.97	1.07	.81	1.16	.96	.65				
September	1.72	.79	1.47	.86	.78	.96	.99	1.04	.86	1.17	.90	.52				
1963-64																
October	1.68	.86	1.44	.86	.80	.99	.99	1.06	.83	1.07	.92	.70				
November	1.69	.80	1.55	.94	.81	1.00	.94	1.00	.75	1.02	.89	.86				
December	1.69	.83	1.49	.92	.79	.97	.95	1.07	.69	1.01	1.00	.89				
January	1.64	.79	1.37	.97	.84	1.00	.99	1.09	.77	1.06	1.12	.94				
February	1.66	.81	1.48	.93	.84	1.00	.99	1.15	.86	1.17	1.14	.98				
March	1.75	.82	1.48	1.00	.82	.93	.96	1.12	.71	.98	1.14	.98				
April	1.78	.86	1.42	.97	.83	1.00	1.00	1.12	.77	1.20	1.18	1.07				
May	1.68	.79	1.53	.92	.82	.97	.98	1.14	.78	.88	1.07	1.02				
June	1.69	.73	1.49	1.01	.82	.99	.95	1.09	.88	.94	1.00	.92				
July	1.66	.78	1.50	.92	.87	.97	.96	1.11	.89	1.09	1.01	.84				
August																
September																

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ Includes the detailed as well as all other canned juices.

Table 17.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen concentrated juices		Frozen concentrated fruit drinks		Chilled orange juice		Canned single-strength juices		Canned single- strength fruit drinks		Canned grape- fruit sections		Chilled citrus salads and sections		Fresh oranges		Fresh grape- fruit		Total 4/
	Orange	Other 3/	Orange	Other 3/	Orange	Other 3/	Orange	Other 3/	Orange	Other 3/	Orange	Other 3/	Orange	Other 3/	Orange	Other 3/	Orange	Other 3/	
	dols.	dols.	dols.	dols.	dols.	dols.	dols.	dols.	dols.	dols.	dols.	dols.	dols.	dols.	dols.	dols.	dols.	dols.	dols.
1962-63	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Oct.	22,790	2,621	---	---	4,228	2,497	1,911	3,751	9,528	12,290	1,719	784	8,042	5,593	8,042	5,593	(75,754)		
Nov.	22,621	2,496	---	---	4,093	2,276	1,767	3,741	8,644	12,724	1,158	971	12,048	9,238	12,048	9,238	(81,777)		
Dec.	24,165	2,581	---	---	4,359	2,232	1,897	3,675	8,533	12,097	1,224	813	20,967	10,033	20,967	10,033	(92,576)		
Jan.	23,020	3,987	---	---	4,591	2,670	2,018	3,995	11,915	14,954	1,457	765	18,394	9,788	18,394	9,788	(97,554)		
Feb.	24,024	4,386	---	---	4,905	2,669	2,120	4,098	13,328	16,439	1,573	834	18,441	10,884	18,441	10,884	(103,701)		
March	24,029	4,507	---	---	5,083	3,362	2,413	4,193	13,661	17,613	1,505	830	15,441	10,820	15,441	10,820	(103,457)		
April	20,596	4,755	1,597	2,760	4,507	2,606	2,240	4,277	14,724	16,072	1,272	852	13,944	10,327	13,944	10,327	100,529		
May	19,905	4,999	1,841	5,025	4,298	2,662	2,129	3,893	15,042	15,635	1,592	793	12,643	7,920	12,643	7,920	98,377		
June	18,201	4,222	2,119	7,605	4,192	2,479	2,271	3,772	14,796	14,956	1,639	557	9,602	4,354	9,602	4,354	90,765		
July	18,277	3,911	2,190	9,420	4,005	2,092	2,272	3,392	16,377	13,918	1,512	465	7,462	1,281	7,462	1,281	86,574		
Aug.	17,633	3,832	2,370	7,441	3,970	1,918	2,146	3,656	15,484	14,013	1,375	443	6,236	774	6,236	774	81,291		
Sept.	19,246	3,683	2,204	4,249	3,707	2,177	2,054	3,532	13,595	14,137	1,566	393	6,699	1,144	6,699	1,144	78,386		
Season	254,507	45,980	(12,321)	(36,500)	51,938	29,640	25,238	45,975	155,627	174,848	17,592	8,500	149,919	82,156	149,919	82,156	(1,090,741)		
1963-64																			
Oct.	19,134	4,116	2,103	2,602	4,056	2,145	2,207	4,026	13,914	14,487	1,482	605	7,895	7,519	7,895	7,519	86,291		
Nov.	19,073	3,858	1,680	1,874	4,024	2,201	2,041	4,014	12,066	13,664	1,193	706	12,307	11,264	12,307	11,264	89,965		
Dec.	19,215	3,310	1,398	1,593	4,035	2,269	2,072	3,965	13,011	14,051	919	633	22,647	11,782	22,647	11,782	100,900		
Jan.	19,790	4,458	2,155	1,913	4,209	2,382	2,101	4,703	15,356	15,345	1,323	676	24,530	14,258	24,530	14,258	113,199		
Feb.	19,190	4,511	2,153	1,689	4,675	2,159	2,300	4,855	16,954	15,350	1,317	761	25,215	14,467	25,215	14,467	115,596		
March	20,423	4,350	1,733	2,007	4,379	2,066	2,078	4,505	16,493	14,925	1,172	668	24,156	14,096	24,156	14,096	113,051		
April	21,018	4,960	2,408	2,534	4,969	2,173	1,853	4,550	17,790	14,793	1,356	834	21,668	11,474	21,668	11,474	112,380		
May	19,584	3,798	2,207	6,260	4,863	1,971	1,932	4,073	18,496	14,423	1,484	1,009	16,886	6,739	16,886	6,739	103,725		
June	19,469	3,736	1,907	6,421	4,602	1,955	1,744	4,174	17,634	13,655	1,751	951	12,202	3,892	12,202	3,892	94,093		
July	18,290	3,601	2,143	8,340	4,381	1,757	1,869	4,335	17,995	13,250	1,938	870	7,908	1,595	7,908	1,595	88,272		
Aug.																			
Sept.																			
Season																			

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce, and per dozen oranges and grapefruit.
2/ 4 weeks (28-days) per month; 48-weeks per season. 3/ Includes citrus blends. 4/ Data for frozen concentrated fruit drinks not available October-March 1962-63; hence, expenditures in parentheses not comparable with subsequent periods.

Table 18.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks, and other products, July 1963 and 1964 1/

Product	Total consumer purchases			Proportion of families buying		Purchases per buying family				Average prices paid		
	Volume		Share of market	buying		Number	Average each purchase		Quantity per month	Average prices paid		
	July 1963	July 1964	July 1963	July 1964	July 1963		July 1964	July 1963		July 1964	Unit	July 1963
FROZEN CONCENTRATED JUICES:	1,000	1,000										
Orange	gals. 3,049	gals. 3,349	Pct. 15.4	Pct. 16.9	Pct. 19.3	No. 2.0	Ozs. 18.0	Ozs. 19.8	Ozs. 36.6	Ozs. 39.0	Cents 28.1	Cents 25.6
Other	903	800	4.6	4.0	---	---	17.3	16.7	---	28.8	20.3	21.1
Total	3,952	4,149	+ 5	20.9	---	---	---	---	---	---	6.6	6.2
FROZEN CONC. FRUIT DRINKS:												
Orange	703	661	6	3.3	5.7	1.3	21.4	21.9	28.6	30.8	14.6	15.2
Other	3,774	3,620	4	21.4	---	---	---	22.9	---	43.8	11.7	10.8
Total	4,477	4,281	4	24.7	---	---	---	---	---	---	2.6	2.5
CHILLED ORANGE JUICE	2,099	2,282	+ 9	2.6	5.1	2.3	40.6	42.4	94.2	100.0	47.7	48.0
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000										
Orange	cases 467	cases 337	- 28	2.0	4.7	1.6	48.4	47.8	77.1	76.0	46	55.5
Grapefruit	652	464	- 29	2.8	5.1	1.6	62.3	59.4	99.6	92.8	46	42.9
Pine	594	791	+ 33	2.5	6.3	1.7	42.2	44.6	73.1	76.9	32	40.6
Other	4,720	4,328	- 8	20.2	---	---	---	51.6	---	101.4	46	32.6
Total	6,433	5,920	- 8	27.5	41.7	2.3	51.8	50.8	120.4	115.2	*	5.0
CANNED SINGLE-STRENGTH FRUIT DRINKS	5,600	6,201	+ 11	23.9	28.0	2.1	74.7	76.1	156.0	165.8	46	30.9
TOTAL -- Ready-to-drink 3/	23,428	23,540	+ 5	100.0	---	---	---	---	---	---	*	4.0
CANNED GRAPEFRUIT SECTIONS	204	234	+ 15	---	3.4	1.5	35.3	35.4	51.4	51.4	16	27.6
CHILLED CITRUS SALADS	1,000	1,000										
	gals. 144	gals. 288	+100	---	0.9	1.5	1.6	29.1	37.2	46.4	32	75.5
CHILLED CITRUS FRUIT:	1,000	1,000										
Orange	doz. 12,232	doz. 12,900	+ 5	---	14.3	1.7	11.2	11.5	18.5	19.7	1	61.3
Grapefruit	765	1,028	+ 34	---	3.2	1.5	3.4	4.0	5.3	6.5	1	155.2

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections.
3/ Frozen concentrated juices and frozen concentrated orange drink converted to ready-to-drink at 4 to 1; other frozen concentrated fruit drinks, at 4.7 to 1. The latter is an approximation since quantities marketed by concentration are not known. *Per 6-ounce serving.

CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit

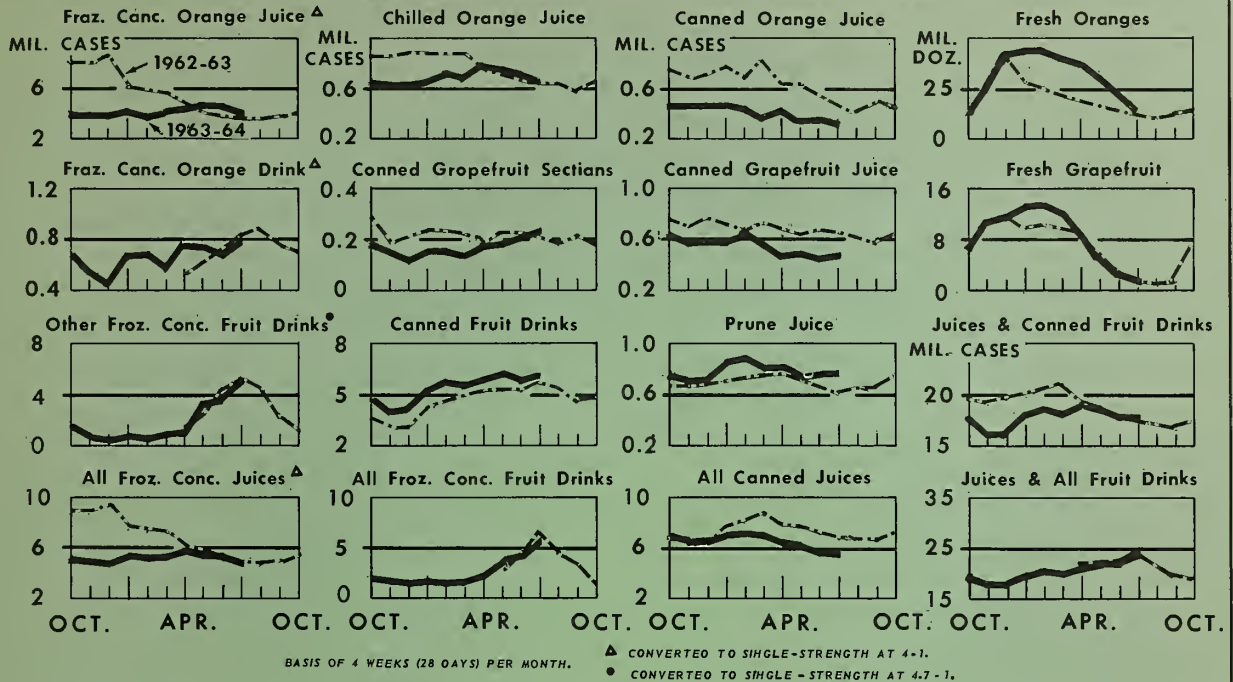


Figure 7

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

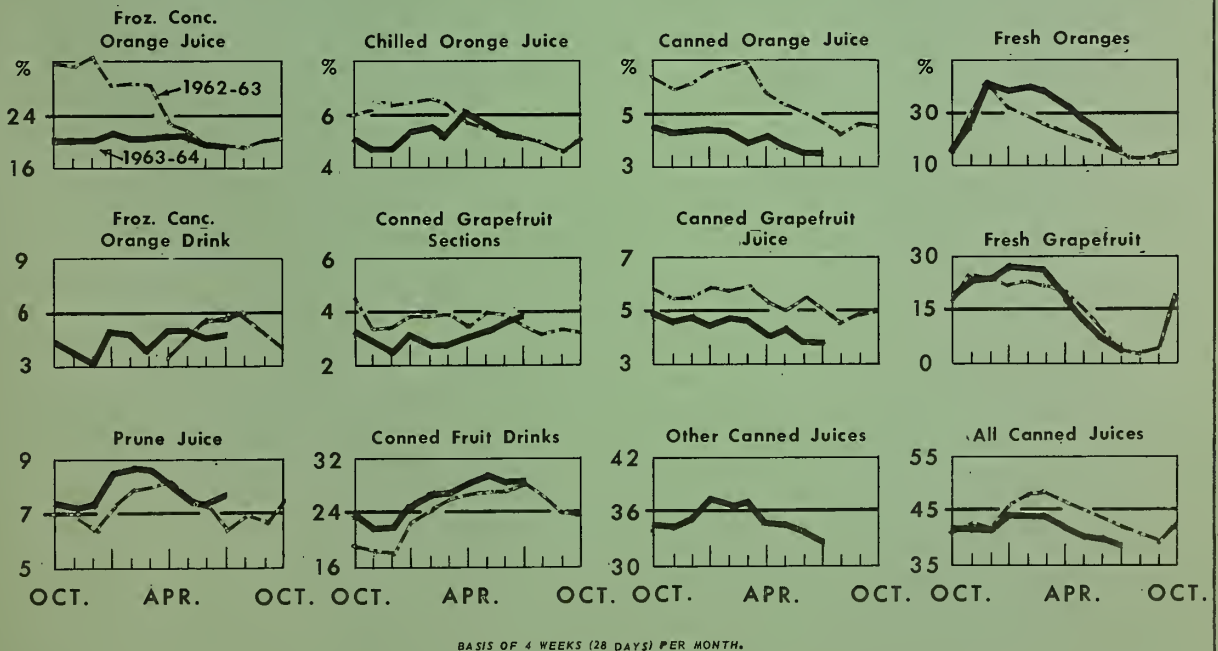
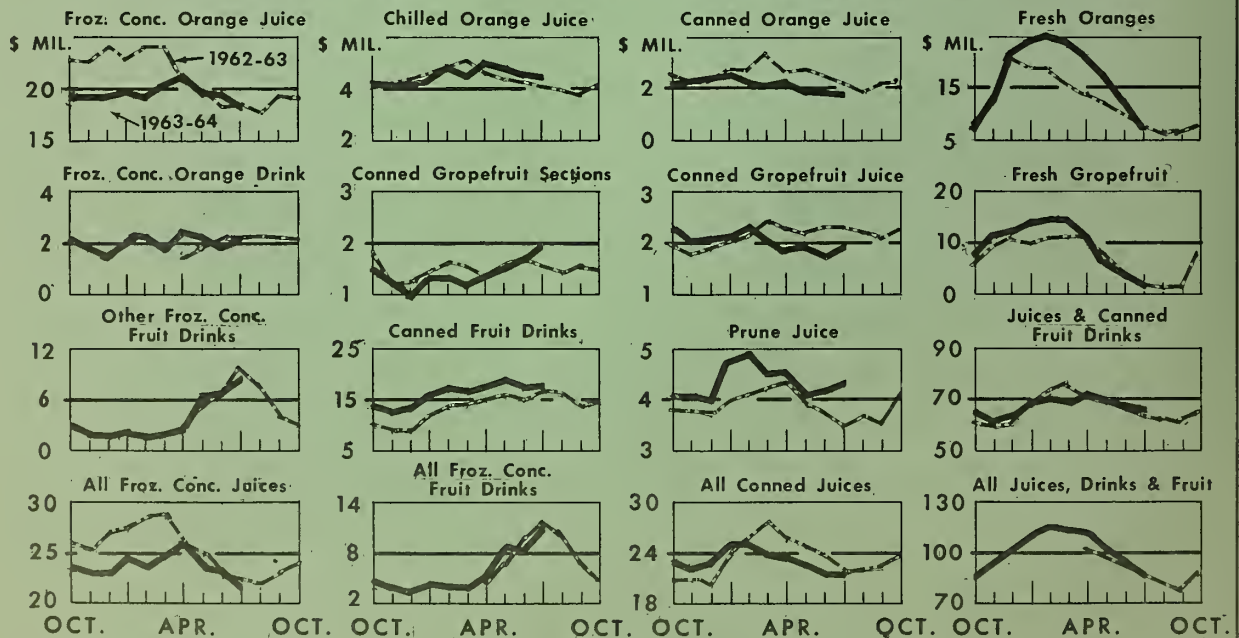


Figure 8

CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9